

CLAIMS LISTING

1- 33 (Cancelled)

34. (Currently Amended) A product display system comprised of

a display shelf;

a first display base section comprisinga bottom surface, such that the first display base section ~~may be~~ is placed on the display shelf, and at least a portion of the bottom surface is in contact with the display shelf,

a front edge,

a first side edge,

a second side edge,

a rear edge, and

a plurality of ridges comprising

a first ridge extending from the proximity of the front edge to the proximity of the rear edge,

a second ridge extending from the proximity of the front edge to the proximity of the rear edge,

a first pull member channel located between the first ridge and the second ridge,

a third ridge extending from the proximity of the front edge to the proximity of the rear edge,

a fourth ridge extending from the proximity of the front edge to the proximity of the rear edge,

a second pull member channel located between the third ridge and the fourth ridge; and

an active alignment device comprising a housing, the housing comprisinga first leg inserted in the first pull member channel, anda second leg inserted in the second pull member channel.

~~positioned in the first pull member channel and in the second pull member channel.~~

35. (Currently Amended) The product display system of claim 34 wherein the active alignment device further comprises

a rear product engagement section ~~which travels within the housing~~; and
a drive means for pushing the rear engagement section.

36. (Previously presented) The product display system of claim 34 wherein
the first display base section has a top surface; and
a second display base section overlaps the first side edge of the first display base section, thereby extending the display base area.

37. (Currently Amended) The product display system of claim 34 further comprising
at least one front stop positioned in proximity to a portion of the front edge of the first display base section. ~~a row, such that the front stop engage a portion of the first product in the row thereby restraining the product in the row.~~

38. (Currently Amended) The display base of claim 34 further comprising
a plurality of pre-formed bend markings so that the base can be bent along a selected bend marking.

39. (Canceled)

40. (Previously presented) The display base of claim 35 wherein
the housing further comprises
a first channel, and
a second channel; and
the rear product engagement section further comprises
a first slide member which slides in the first channel, and

a second slide member which slides in the second channel.

41. (Currently Amended) The display base of claim 35 wherein the drive means comprises a spring means.
42. (Previously presented) The display base of claim 35 wherein the drive means comprises an elastic member.
43. (Currently Amended) The display base of claim 34 36 further comprising
a first display shelf section comprising
a first snap feature along the first side edge, and
a second snap feature along the second side edge; and
a second display shelf section comprising
a first snap feature along the first side edge, and
a second snap feature along the second side edge, such that the first snap feature of the first base section may is snapped over the second snap feature of the second base section.
44. (Amended) The display base of claim 34 further comprising
a front stop element ~~which may be~~ positioned in proximity to the front edge of the display base section, the front stop element comprising
a front cover plate [;] , and
a first projection attached to the front cover plate and inserted into the first ~~and second~~ pull member channels ~~in the display base, and~~
a second projection attached to the front cover plate and inserted into the second pull member channel.
45. – 47. (Canceled)